

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated October 19, 2007. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-9 are pending in this application. Claims 1 and 6 are independent claims.

In the Office Action, claims 1-9 are rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,564,108 to Makar ("Makar"). It is respectfully submitted that claims 1-9 are allowable over Makar for at least the following reasons.

Makar shows a system that utilizes MIDI identifiers to control illumination sources in synchronization to action on the screen (see, Col. 7, lines 10-11). For example, a strobe flash may be synchronized with an explosion on the screen (see, Col. 7, lines 11-13). However, as recognized by the present system, these types of rapid changes may result in a hectic lighting effect (see, page 5, lines 32-33).

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Makar. For

anticipated or made obvious by the teachings of Makar. For example, Makar does not disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis provided) "setting a sensitivity of the ambient light to the program data; and setting the property of the ambient light based upon the descriptive information and the sensitivity to enhance perception of the main program data, wherein a lower sensitivity results in less changes to the property of the ambient light over time than a higher sensitivity for the main program data" as required by Claim 1, and as substantially required by claim 6.

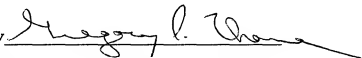
Based on the foregoing, the Applicants respectfully submit that independent claims 1 and 6 are patentable over Makar and notice to this effect is earnestly solicited. Claims 2-5 and 7-9 respectively depend from one of Claims 1 and 6 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of said claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the

foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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Enclosures: Request for Continued Examination (RCE)

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